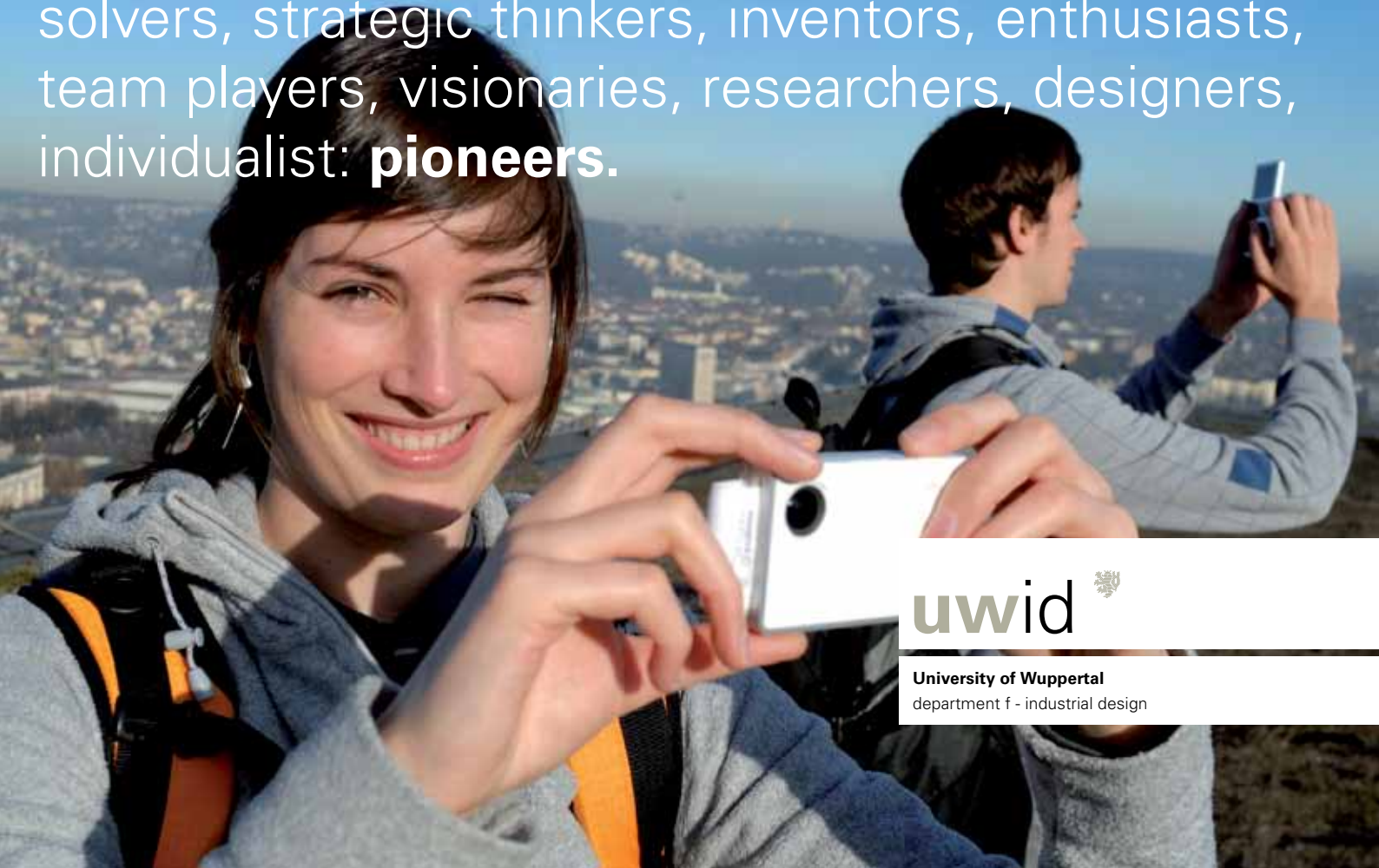


**Wanted** creative spirits, dreamers, problem solvers, strategic thinkers, inventors, enthusiasts, team players, visionaries, researchers, designers, individualist: **pioneers.**



uwid 

University of Wuppertal  
department f - industrial design

Lauren Argo, University of Cincinnati

**“The ID program in Wuppertal is very comprehensive and applicable. It is an in depth peek into real world problems and solutions in the field. That combined with the involvement of current field experienced professors made for a great experience.”**

In the context of university reform and globalization the University of Wuppertal (UW) has further developed its international orientation, entering into cooperation agreements with universities worldwide, and thereby opening up valuable opportunities for students with global ambitions.

The bachelor's program in Industrial Design was expressly conceived with the work of international companies and design bureaus in mind.

A focal dimension of the advanced study phase is the sixth semester international cooperation module in which future designers combine study abroad with intercultural training. The extension of UW partnerships with international universities was the logical consequence of this development.

Partner universities were selected for their complementarity with the UW Industrial Design School. Their position in their own national rankings was also taken into account, a 'peer-group' strategy that has proved its worth: UW holds fourth place out of 127 Industrial Design programs in Germany, and our partners all hold places from 1-3 in their own countries. This has facilitated the development of new networks based on a common philosophy, complementary content and quality of teaching, and a similar understanding of the demands to be put on students. All our partner universities also run so-called 'buddy' programs to introduce exchange students to the university structures and culture of the country and help them find their feet in everyday life. Language courses, accommodation and university teaching have all been excellently organized for our students.

Kristen Beck, University of Cincinnati

**“Germany, itself, has a very strong sense of design which is evident everywhere.”**



**First prize** of the Association of German Industrial Designers (VDID) went to Jonas Buck – All Area: a razor that knows your needs, combining wet shave facility and beard trimmer in one. In depth detailing and development of technical products and product systems. (This is not a rendering.)

Mike Nauman, University of Cincinnati

**“They not only have a strong sense for good design but also teach you how to find the real problems and develop strong solutions for them.”**





Gabriel Niedzkowski – explains research and design concept for table football



Research on role of design in Germany's 100 most innovative companies



Kilian Kreiser – Augmented Intervention Assistant



Jan Nikolas Thinius – IFEX Impulse Fire Extinguishing Gun HPI 1000

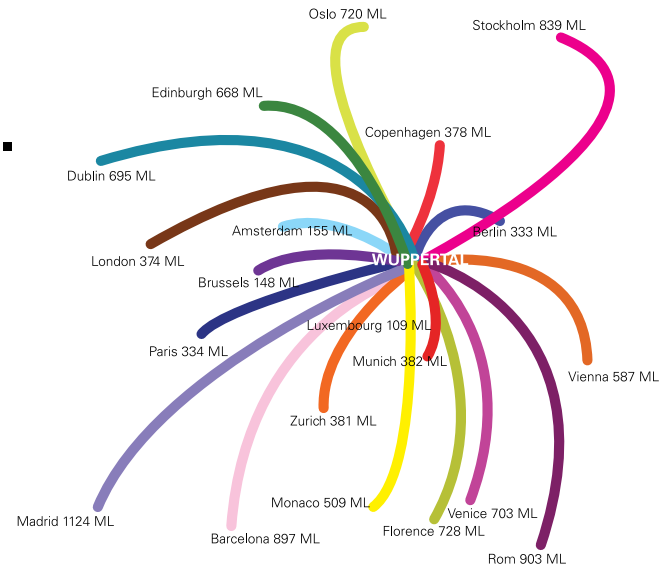


Third semester Kachelcross – innovative drive concepts for the race across the tiles.  
More information at <http://de.youtube.com>



Lisa Töpfer – feinraus: ironing kit

# Advantage Wuppertal: it's in the middle of Europe.



UW is also making a key contribution to the international partnerships, with an outstanding language program offering specialties in individual disciplines, as well as excellent accommodation and support from the Hochschulsozialwerk (Student Social Services). In addition, the Industrial Design School has set up its own 'buddy' program in the form of a 'survival kit' for Wuppertal and the region.

International cooperation agreements with universities in the English-speaking world have long been a priority at UW, but only with the establishment of bilingual courses in the advanced study phase was the ID School in a position to offer student exchanges on an equal footing with design programs in prospective partner universities. Since 2007 an intensive exchange program has been running with the University of Cincinnati, USA. Cincinnati has been repeatedly voted number one Industrial Design School in the USA. It complements the UW program especially in the areas of strategic design and innovation management. Located close to such major leaders of innovation as GE or Procter & Gamble, the school provides similar structures to those at UW, whose industrial partnerships with Henkel, Braun, Bosch, and Lufthansa,

among others, offer a portfolio of experience regarded by American designers as of equal standing. We can already see, after two years, what the Cincinnati partnership is bringing to our students, not only in terms of the course program but also with the work experience typical of that city. Our industrial designers return after 6-9 months in the USA not only with new cultural experiences and fluent English, but also with the breadth and confidence that come from top level intellectual and practical training – factors of inestimable value for their future careers. That the Americans see the exchange in similar terms is evident from the boosting of the original two exchange places to four. Currently we are hosting more US students than we are sending to Cincinnati – a promising sign for the international program as a whole.

The UW Industrial Design School is intent on enhancing its international positioning in the immediate future. We are currently planning a bilingual international master's program which will link a number of international ID schools in a joint curriculum. This will inaugurate a new era of international university partnerships for Wuppertal.

Dear all,  
choosing to come to Uni  
Duppetal was probably the best  
decision I have made in my  
design career. I am learning so  
much not only from the other  
students and professors, but  
simply from a different cultural  
standpoint. It has sparked  
an excitement in me  
to continue to think  
globally for my industrial  
design career. yours  
Kristen

**LUFTPOST**  
PAR AVION PRIORITAIRE



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Deutschland

27-  
42110

University of Cincinnati  
College of Design, Architecture,  
Art and Planning  
5470 Stonoff  
Po Box 210016

Cincinnati OH 45221-0616  
United States of America

Mike Nauman, University of Cincinnati

**“The ID program at Wuppertal taught me how to think in a whole new way about design.”**

**6th Semester – Specialization Strategy/Portfolio/Communication/ International Design Practice**

The sixth semester of the BA degree goes into the two areas “Strategy” and “Technical products” in greater depth. The main priorities for increasing competence during this phase of the study are the development of the individual portfolios of students who have decided on a career in design and the deepening of the communicative abilities of the students in the product language and the spoken language. A foreign study is alternatively supported

by the module “International Cooperation” during which intercultural skills in particular are imparted.

Within the framework of the international university partnerships of the study course, numerous first-class exchange programmes are already underway with the Hogeschool Antwerp (BE), Delft University of Technology (NL) and the University of Cincinnati (USA). This module is designed to be taken both by Wuppertal students studying abroad and by our guest students studying in Wuppertal in order to promote exchange.

**7th Semester – Design Practice Practical Training/Company Supported Studies/Thesis Foundation**

During the seventh semester, a company-supported study is prepared where the student is given a placement during a 6-month specialised practical phase. Students simultaneously set about finding a useful topic to work on for their thesis during block seminars. The seventh semester is used to establish practical skills and strengthen the connection between the know-how from the placement company and the university.

**8th Semester – Thesis**

The eighth semester is used to work on a thesis which is either strategically or technically oriented. In the first case, this may be in the form of theoretically-based science while in the second case, the work is always accompanied by a design.

Supplementing modules, like the „Initiative module“ help students with wholly practical considerations, such as organising and holding a closing meeting with an integrated exhibition.

further information concerning the curriculum:  
<http://www.uwid.uni-wuppertal.de/studium/studienverlauf/>